

# Prescott

## Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Prescott is in central Arizona amid the largest stand of Ponderosa Pine in the world. Since Prescott's founding as the first Territorial Capital of Arizona and the establishment of nearby Fort Whipple, government has been a dominant sector in the city's economy. Prescott is the headquarters of the Prescott National Forest and is the Yavapai County seat. The city is named in honor of William Hickling Prescott, a noted historian.

A Main Street and REDI accredited community

### Basic Information

Founded: 1864  
 Incorporated: 1883  
 Elevation: 5,400  
 Located in Yavapai County  
 Nearby Highways: HWYS I-17; I-40; SR 69; SR 89  
 Enterprise Zone available

Distance to Major Cities:  
 Phoenix: 102 miles  
 Tucson: 213 miles

### Population

|                | 1990      | 2000      | 2008      |
|----------------|-----------|-----------|-----------|
| Prescott       | 26,592    | 33,938    | 43,280    |
| Yavapai County | 107,714   | 167,517   | 227,348   |
| Arizona        | 3,665,228 | 5,130,632 | 6,629,455 |

Sources: Arizona Department of Commerce and US Census Bureau  
 Revised 1990 Census population figure (original: 26,455).

### Principal Economic Activities

Prescott is the center for trade in the region, with abundant retail establishments, professional services & manufacturing plants. Yavapai Regional Medical Center & Veterans Administration Hospital provide excellent diagnostic emergency & treatment centers. Travel & tourism, cultural institutions & government offices are important to Prescott's economy. Prescott National Forest, area lakes, & established trail & park systems provide numerous outdoor activities for residents & visitors.

| County Employment                    | 2008   |
|--------------------------------------|--------|
| Government                           | 12,800 |
| Trade, Transportation, and Utilities | 12,600 |
| Educational and Health Services      | 10,100 |
| Leisure and Hospitality              | 8,400  |
| Mining and Construction              | 8,300  |
| Professional and Business Services   | 4,200  |
| Manufacturing                        | 3,100  |
| Financial Activities                 | 2,500  |
| Other Services                       | 2,000  |
| Information                          | 600    |

Source: Arizona Department of Commerce  
 Figures are organized under the North American Industrial Classification System (NAICS).

### Private Employers

Embry-Riddle Aeronautical  
 University  
 Freeport-McMoRan Bagdad Copper  
 Sturm Ruger & Company  
 Wal-Mart  
 Yavapai Regional Medical Center

### Public Employers

City of Prescott  
 Prescott Unified School District  
 State of Arizona  
 Veterans Administration Medical  
 Ctr.  
 Yavapai County



### Labor Force Data

|                      | 1990   | 2000   | 2008   |
|----------------------|--------|--------|--------|
| Civilian Labor Force | 11,464 | 14,552 | 18,915 |
| Unemployed           | 602    | 503    | 939    |
| Unemployment Rate    | 5.3%   | 3.5%   | 5.0%   |

Source: Arizona Department of Commerce

### Growth Indicators

|                         | 1990          | 2000          | 2008          |
|-------------------------|---------------|---------------|---------------|
| New Bldg. Permits       | 800           | 1,145         | 390           |
| Taxable Sales (\$)      | 191.4 million | 789.5 million | 530.1 million |
| Net Assessed Value (\$) | 139.1 million | 297.2 million | 809.4 million |

Sources: Arizona State Univ., AZ Dept. of Revenue, AZ Tax Research Assoc.  
 2008 New building permit data incomplete: One or more months not available.

### Scenic Attractions

Prescott is rich in historic and scenic attractions. Sharlot Hall Museum and the Smoki Museum contain pioneer and Indian artifacts. Nearby recreational opportunities include: Thumb Butte, Prescott's outstanding landmark; scenic drives, such as the Senator Highway, and the Prescott National Forest, which contains more than 1.2 million acres of land. A number of lakes are within the vicinity, including Lynx, Granite Basin, Watson, Willow and Goldwater. Major annual events include Territorial Days, Bluegrass Festival, and All-Indian Pow Wow in June; the Prescott Frontier Days Rodeo and Celebration on the Fourth of July; the Phippen Western Art Show on Memorial Day weekend; the County Fair and the Faire on the Square in September; and the Christmas Parade and Courthouse Lighting in December.

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### Community Facilities

Prescott offers a broad range of community facilities. There are five libraries, three museums, four art galleries, four performing arts theaters, 1,218 acres of land in 15 parks, two municipal lakes for fishing and boating, and Heritage Park Zoo. For the sports enthusiast, there are four 18-hole golf courses, 16 lighted tennis courts, racquetball courts, soccer fields, a roller skating rink, a bowling alley, 15 lighted baseball/softball diamonds, and four football fields.

| <b>Educational Institutions</b> | <b>Public</b> | <b>Private</b> |
|---------------------------------|---------------|----------------|
| Elementary                      | Y             | Y              |
| Middle School                   | Y             | N              |
| High School                     | Y             | Y              |
| Community College               | Y             | N              |
| University 4 year               | Y             | Y              |

### Financial

Number of banks: 17

### Government

Fire Department: Staffed City/Local Fire Department  
Law Enforcement: City Police Department

### Airports

Ernest A. Love Field has three paved runways (7,608/4,842/4,408 ft.) UNICOM radio and maintenance services.

### Medical

Two full-service hospitals: Regional Med. Center/Veteran's Hosp. & numerous support facilities.

### Hotel & Lodging

Number of Rooms: 1,361  
Meeting Rooms: 48  
Capacity of Largest Facility: 1,300

### Industrial Properties:

Prescott has five industrial parks totalling more than 380 acres. Contact the City of Prescott Economic Development Office (928) 777-1275 or toll-free (866) 878-CITY for more information.

### Utilities

|               |                                      |              |
|---------------|--------------------------------------|--------------|
| Electricity   | APS (Statewide)                      | 800.253-9405 |
| Natural Gas   | Unisource Energy Services (Prescott) | 928.445.2211 |
| Propane       | Ferrell Gas (Prescott)               | 928.445.3940 |
| Propane       | Flame Propane Gas                    | 928.445.3191 |
| Telephone     | Qwest (statewide)                    | 800.244.1111 |
| Water & Sewer | Municipal (Prescott)                 | 928.777.1291 |

Cable Providers: Y  
Digital Switching Station: Y  
Internet Service Provider: Y  
Cable Internet Service Provider: Y  
Fiber Optics: Y

### Taxes

| <b>Property Tax Rate</b> | <b>1990</b>  | <b>2000</b> | <b>2008</b> |
|--------------------------|--------------|-------------|-------------|
| Elementary/High Schools  | 5.97         | 4.27        | 2.80        |
| City/Fire District       | 1.45         | 0.85        | 0.42        |
| Countywide               | 5.14         | 4.18        | 3.06        |
| <b>Totals</b>            | <b>12.56</b> | <b>9.30</b> | <b>6.28</b> |

Source: Arizona Tax Research Association  
Note: Tax rate per \$100 assessed valuation

| <b>Sales Tax</b> | <b>2008</b> |
|------------------|-------------|
| City/Town        | 2.33%       |
| County           | 0.75%       |
| State            | 5.60%       |

Sources: League of Arizona Cities & Towns, Arizona Dept. of Revenue

### Weather

|           | <b>Avg. Low (°F)</b> | <b>Avg. High (°F)</b> | <b>Precip. (in.)</b> |
|-----------|----------------------|-----------------------|----------------------|
| January   | 37.3                 | 69.4                  | 1.6                  |
| February  | 21.3                 | 50.7                  | 1.8                  |
| March     | 24.1                 | 54.0                  | 1.9                  |
| April     | 28.4                 | 59.1                  | 1.7                  |
| May       | 34.2                 | 66.8                  | 0.9                  |
| June      | 40.9                 | 75.4                  | 0.5                  |
| July      | 49.0                 | 85.8                  | 0.4                  |
| August    | 57.6                 | 89.0                  | 2.9                  |
| September | 56.2                 | 86.0                  | 3.2                  |
| October   | 48.6                 | 81.7                  | 1.7                  |
| November  | 37.3                 | 72.0                  | 1.1                  |
| December  | 27.5                 | 60.5                  | 1.2                  |
|           | 22.0                 | 51.7                  | 1.7                  |

Source: Western Regional Climate Center  
Western Regional Climate Center, wrcc@dri.edu. Period of record 1898-2005.  
Average Total Snowfall 24.6".

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.

For further information contact:

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Prepared on 9/3/2009